



MINUTES

**REGULAR CALLED MEETING
TOURISM ADVISORY BOARD
TUESDAY JULY 28, 2015 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

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| <input checked="" type="checkbox"/> Robert Schoen, Place One | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input type="checkbox"/> Kristyne Bollier, Place Seven | <input checked="" type="checkbox"/> Erin Miller, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three, Secretary | <input checked="" type="checkbox"/> Troy Storm, Place Six, Vice Chair |

- A. CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Olguin called the meeting to order at 6:30 PM with five Tourism Advisory Board members present, Board Members Brooks and Bollier being absent.
- B. Board Members Opening Comments.**
a) Welcome Erin Miller as Board Member. Place 5.
Chairman Olguin welcomed Board Member Erin Miller. She is the Director of Marketing for the Cedar Park Center and also serves on the National Arena and Event Marketing Planning Committee.
- C. Citizen Communications. None**
- D. Consider Approval Of Minutes Of The Tourism Board Meetings.**
a) June 23, 2015 Regular Called Meeting.
Vice Chair Storm moved to approve the minutes of the June 23, 2015 regular called meeting. Board member Schoen seconded the motion. The motion was approved 5-0 with Board Members Brooks and Bollier being absent
b) July 15, 2015 Special Called Budget Workshop.
Vice Chair Storm moved to approve the minutes of the July 15, 2015 special called budget workshop meeting. Board member Miller seconded the motion. The motion was approved 5-0 with Board Members Brooks and Bollier being absent
- F. Discussion And Possible Action**
a) Consider Presentations Of 2015-2016 Project Applications And Requests, Including:
(i) Cedar Park Chamber of Commerce (Tony Moline and Lyndee Mathews)
Amount Requested: \$15,000.
Tony Moline, Cedar Park Chamber of Commerce President presented the board with an overview of the request for \$15,000. In the past the Chamber received \$5,000 in 2014, and \$10,000 in 2015. He noted the increase in funding request would support

more national advertising. This year's event was held in conjunction with Heritage Fest as it has been the past two years. Moline said the event drew 240 cooks and 100 judges with a shared event attendance of approximately 3,500 people. He also said there were 77 confirmed hotel rooms booked at this year's event.

E. Consider Financial Report – Aaron Rector, Assistant Finance Director

- a) Quarterly Report On Revenues, Expenditures And Fund Balance For Budget Year 2014-2015. (Aaron Rector, Assistant Finance Director)
Aaron Rector, Assistant Finance Director said the quarterly update would be presented at the August meeting once collections are received.
- b) Consider Review Of Projected Revenues and Expenditures For Budget Year 2015-2016. (Aaron Rector, Assistant Finance Director)
Aaron Rector, Assistant Finance Director provided an update of projected revenues and expenditures for budget year 2015-2016.

F. Discussion And Possible Action

- b) Consider 2015-2016 Advertising And Marketing Program Funding Requests.
 - i) Rhyme And Reason Marketing Services In The Amount Of \$35,000.
 - ii) Advertising And Marketing In The Amount Of \$150,000.
Katie Krampitz, Tourism Services Manager provided the board with an overview of the funding requests for Rhyme and Reason marketing services in the amount of \$35,000 and the advertising and marketing schedule in the amount of \$150,000.
MOTION: Board Member Schoen made a motion to approve Rhyme and Reason marketing services in the amount of \$35,000 and the advertising and marketing schedule in the amount of \$150,000. Board Member Miller seconded the motion. The motion was approved 6-0 with Board Member Bollier being absent.

G. Consider Review And Evaluation Of 2015-2016 Board Projects, Including:

- (iv) Cedar Park Chamber of Commerce: \$15,000.
MOTION: Board Member Brooks made a motion to approve \$10,000 for the Cedar Park Chamber of Commerce. Board Member Schoen seconded the motion. The motion was approved 6-0 with Board Member Bollier being absent.
- (v) Leander ISD-Rouse HS: \$10,000.
MOTION: Vice Chair Storm made a motion to approve \$10,000 for Leander ISD-Rouse HS contingent upon Jacob Thompson coming to present a post event report in person. Board Member Brooks seconded the motion. The motion was approved 6-0 with Board Member Bollier being absent.
- (ii) Austin Steam Train Association: \$50,000.
Board Member Schoen recused himself from all discussion and voting on item ii.
MOTION: Secretary Star made a motion to approve \$15,000 in support of Austin Steam Train marketing. Vice Chair Storm seconded the motion. The motion was approved 5-0 with Board Member Schoen abstaining and Board Member Bollier being absent.
MOTION: Secretary Star made a motion to approve \$35,000 in support of Austin Steam Train concession car restoration. Board Member Brooks seconded the motion. The motion was approved 4-1 with Vice Chair Storm voting against, Board Member Schoen abstaining and Board Member Bollier being absent.
- (iii) Cedar Park Center: \$3,000.
Board Member Miller recused herself from all discussion and voting on item iii.
MOTION: Board Member Schoen made a motion to approve \$3,000 in support of Cedar Park Center marketing. Board Member Brooks seconded the motion. The

motion was approved 5-0 with Board Member Miller abstaining and Board Member Bollier being absent.

(i) Cheer America: \$15,000.

Board Member Miller recused herself from all discussion and voting on item i.

MOTION: Secretary Star made a motion to approve \$15,000 in support of Cheer America. Board Member Schoen seconded the motion. The motion was approved 5-0 with Board Member Miller abstaining and Board Member Bollier being absent.

(vii) Lone Star Showcase: \$41,000.

Board Member Miller recused herself from all discussion and voting on item vii.

MOTION: Board Member Brooks made a motion to approve \$27,000 in support of Lone Star Showcase. Vice Chair Storm seconded the motion. The motion did not pass 2-3, with Board Members Brooks and Schoen voting for and Secretary Star, Vice Chair Storm and Chair Olguin voting against, Board Member Miller abstaining and Board Member Bollier being absent.

MOTION: Chair Olguin made a motion to approve \$30,000 in support of Lone Star Showcase. Secretary Star seconded the motion. The motion was approved 5-0, with Board Member Miller abstaining and Board Member Bollier being absent.

(vi) Austin Spurs: \$75,000.

Board Member Miller recused herself from all discussion and voting on item vi.

MOTION: Vice Chair Storm made a motion to approve \$25,000 in support of Austin Spurs. Board Member Brooks seconded the motion. The motion was approved 5-0 with Board Member Miller abstaining and Board Member Bollier being absent.

H. Consider Tourism Board Budget Recommendation Of Revenues, Expenditures, And Fund Balance For Budget Year 2015-2016.

MOTION: Board Member Schoen made a motion to accept the Tourism Board budget of \$568,200 with changes discussed. Vice Chair Storm seconded the motion. The motion was approved 5-0 with Board Members Bollier and Miller being absent.

I. Consider Excused Absences From Tourism Advisory Board Meetings.

a. Robert Schoen From Special Called Budget Workshop Of July 15, 2015.

MOTION: Vice Chair Storm made a motion to excuse Board Member Schoen from the Special Called Budget Workshop On July 15, 2015. Secretary Star seconded the motion. The motion was approved 5-0 with Board Members Bollier and Miller being absent.

b. Wayne Brooks From Special Called Budget Workshop Of July 15, 2015.

MOTION: Secretary Star made a motion to excuse Board Member Brooks from the Special Called Budget Workshop On July 15, 2015. Board Member Schoen seconded the motion. The motion was approved 5-0 with Board Members Bollier and Miller being absent.

J. Staff Closing Comments.

a) Election of 2015-2016 Board Officers At August Meeting.

b) Review And Revisions To Sub-Committee Assignments At August Meeting.

Duane Smith, Community Development and Tourism Manager advised the board that the election of 2015-2016 Board Officers as well as review and revisions to sub-committee assignments will take place at the August meeting.

K. Board Members Closing Comments.

Chair Olguin requested that the board physical packet be eliminated and a PDF be emailed out so that Board Members can review the information electronically on a laptop or tablet.

Next Regular Scheduled Tourism Advisory Board Meeting: **Tuesday August 25, 2015** at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

L. **Adjournment.** *Vice Chair Olguin adjourned the meeting at 8:15pm.*

PASSED AND APPROVED THIS 25th DAY OF AUGUST 2015.



MATTHEW OLGUIN, Chair

ATTESTED BY:



LISA STAR, Secretary